

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july						
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february							august						
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may							november						
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january							march						
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february							april						
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10/10/55

8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 7, 1955</u>			
Friday Oct. 7	STERN BROTHERS PREVIEW OF PARIS IMPORTS AND COPIES, ORIGINALLY SCHEDULED FOR 9:15 A.M., HAS BEEN CANCELLED.		
Friday Oct. 7 11:00 A.M.	PREVIEW OF RESORT AND SPRING COLLECTION Preview of the Resort and Spring collection by B. H. Wragge. <u>Trade</u> showings at 10:30 A.M. on Oct. 10, 11, 13, 17, 19. By invitation only. Contact: Marian C. Mitchell, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Oct. 7 12:00 Noon Luncheon	PREVIEW OF CRUISE COLLECTION Nelly de Grab will preview the Cruise collection of separates, dresses, playclothes and coordinates. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY de GRAB (533 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
Friday Oct. 7	FASHION NEWSREEL-- "BAGS BY JOSEF" "Carrying Coals to Newcastle"--a Universal Newsreel Fashion Short will be taken in cooperation with KLM, Royal Dutch Airlines, featuring imported travel bags by Josef (Gold Seal Importers, Inc.). Staging and publicity: Viola Shefer, 745 Fifth Ave., PL. 3-3173.	UNIVERSAL NEWSREEL	INTERNATIONAL AIRPORT IDLEWILD, L.I.
<u>WEEK BEGINNING MONDAY, OCTOBER 10, 1955</u>			
Monday Oct. 10 9:00 A.M. Coffee	SHOWING OF BED & BATH LINENS "Color, Inc."--showing of new bath and bed linens. Press by invitation. (<u>Note Change of Date</u>). Publicity: Kathryn Grimes, EL. 5-1000.	JAMES McCUTCHEON & CO.	FIRST FLOOR
Beginning Monday Oct. 10- Oct. 15 1:00 P.M.- 11:00 P.M.	TWENTY-FOURTH EDITION: N.Y. ANTIQUES FAIR Semi-annual Antiques Fair, with 200 dealers from 15 states displaying about \$10 million worth of antiques. Included will be an "Old Time Country Store." <u>Press preview Mon., Oct. 10 at 11:00 A.M. or Sun., Oct. 9 at 11:00 A.M.</u> Fair closes, Sat., Oct. 15 at 6:00 P.M. Admission: \$1.50. Contact: C. J. Nuttall or Dorothy Hazen, TE. 8-6830.	NEW YORK ANTIQUES FAIR (660 MADISON AVENUE)	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Monday Oct. 10 3:00 P.M.- 6:00 P.M.	SHOWING OF FALL AND WINTER COLLECTION Helen de Huené will present her Fall and Winter collection of dresses, coats, suits and ensembles. Contact: EL. 5-1337.	HELEN de HUENÉ	21 EAST 57TH STREET SALON
Beginning Monday Oct. 10	OPENING OF RESORT AND SPRING COLLECTION Coats, suits and ensembles for Resort and Spring. Contact: WI. 7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 10 4:00 P.M.- 6:30 P.M. Cocktails	PREVIEW: SHIRTS FOR RESORT AND SPRING "Digby Morton's Portraits of Spring"--Lady Hathaway shirts for Resort and Spring, exhibited with early American portrait collection. Informal showing, 4:00-6:30 P.M. By invitation. Contact: Janet Laib, MU. 9-4157.	C. F. HATHAWAY CO. (112 EAST 40TH ST.)	SAVOY PLAZA HOTEL 1E CHATEAU - 11TH FL.
Monday Oct. 10 6:30 P.M.- 8:30 P.M.	FIFTEENTH FASHION TRAINING COURSE Third session: "Home Sewing". Speakers: Carolyn Hutchins, Simplicity Patterns; Mary Brooks Pickens, author and editor. Price: \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET
Monday Oct. 10 8:30 P.M.	MEN'S MARKET WEEK--- FABRIC-STYLE SHOW Opening of Spring-Summer men's market week with a fabric-style show. Entire presentation produced, staged and directed by the Johnson-Roth Associates. By invitation only. Contact: Paul Roth, SA. 2-5692. Publicity: Edward M. Meyers Assoc., AL. 4-4455.	CLOTHING MANUFACTURERS ASS'N OF U.S.A.	HOTEL COMMODORE GRAND BALLROOM
Monday Oct. 10	CRUISE AND RESORT SPORTSWEAR FASHIONS "Music for the Nostalgic Traveler"--showing of skirts and sportswear, designed by Ruth Ramos. (<u>Note Change Of Date.</u>) Press preview Monday, Oct. 10; continuous daily showings. Contact: Ken Williams, JU. 6-8217.	TUDOR SQUARE, INC.	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday Oct. 10	PREVIEW OF NEW JEWELRY COLLECTION Three costume jewelry ensembles designed by Chorbajian of Hollywood, inspired by Far Eastern fashions. By appointment. Contact: Adele Burke, OR. 9-1026 or WA. 9-7060.	HOLLYWOOD JEWELRY, INC.	303 FIFTH AVENUE SUITE 402
Tuesday Oct. 11 10:00 A.M.	OPENING OF CRUISE- INTO-SPRING COLLECTION The Adele Simpson Cruise-into-Spring collection will be shown Tuesdays, Wednesdays and Thursdays at 10:00 A.M. By invitation and appointment only. Contact: Nancy Hambly, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 11 11:00 A.M.	PREVIEW: BERNARD NEWMAN'S FALL FASHIONS Press preview of Bernard Newman's ready-to-wear originals for Fall and Winter. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Oct. 11 12:30 P.M. Luncheon	FAIL COATS & SUITS AT LUNCHEON SHOW Bonwit Teller will present Fall coats and suits by Monte-Sano and Pruzan. Press by invitation. Public by reservation; Contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Oct. 11 12:30 P.M. Luncheon	PRESS PREVIEW: NEW LADIES' WATCH Bulova will preview their new "La Petite"--Paris-inspired ladies' wrist watch, designed in diamonds especially for the career girl. By invitation only. Publicity: Pat Patricof at Stephen Fitzgerald, 575 Madison Avenue, MU. 8-9411.	THE BULOVA WATCH CO.	ST. REGIS HOTEL LOUIS XVI SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 11 4:00 P.M.- 6:00 P.M.	DEBUT OF NEW SEPARATES SHOP "Double or Nothing"--new separates shop with showing of Solid Gold Look in Leather. By invitation only. Contact: Helene Meyers, PL. 7-0461.	HELENE NORMA, INC.	45 WEST 55TH STREET FIRST FLOOR
Tuesday Oct. 11 4:30 P.M. Cocktails	PREVIEW: HAND-WOVEN FABRICS AND RUGS Mauretania will preview hand-woven fabrics and Moroccan tribal rugs. By invitation only. Contact: UN. 5-6511.	MAURETANIA FABRICS (838 WEST END AVE.)	ARCHITECTURAL LEAGUE 115 EAST 40TH STREET
Beginning Tuesday Oct. 11	OPENING OF HOLIDAY AND RESORT COLLECTION Doreen Originals will present their collection of blouses, skirts and co-ordinated separates daily at continuous showings. For appointment, contact: WI. 7-0064. Publicity: Donna Cannon, MU. 7-5447.	DOREEN ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Oct. 12	COLUMBUS DAY (Wednesday) -- Banks and post offices will be closed.		
Wednesday Oct. 12 12:15 P.M. Luncheon	SHOWING OF JUNIOR FASHIONS FOR FALL Kresge-Newark will present junior fashions for Fall. Press invited. Open to public. Publicity: Rita Nagle, Mitchell 2-8000.	KRESGE-NEWARK	7TH FLOOR THIMBLEBERRY ROOM
Wednesday Oct. 12 12:30 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON "Opulence"--Fall and Winter custom and ready-to-wear fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter. EL. 5-3000. Charles Gelatt Publicity: Betty Impellitteri Assoc., PL. 3-1170. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	CHARLES GELATT, INC.	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Oct. 12 12:30 P.M. Luncheon	FALL FASHIONS BY LENTZ DIMINUTIVES Altman will present Fall fashions by Lentz Diminutives during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Altman Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 12 12:30 P.M. Luncheon	FUR FASHION SHOW AT BELMONT RACE TRACK "Furs Around the Clock"--Associated Fur Manufacturers, in cooperation with Belmont Park, will present a fur fashion show to the press. By invitation only. Contact: Alice Regensburg at Lynn Farnol, JU. 6-5777.	ASSOCIATED FUR MANUFACTURERS	BELMONT PARK, L.I. MAIN DINING ROOM
Wednesday Oct. 12 1:00 P.M. Luncheon	ELIZABETH ARDEN FASHIONS AT BENEFIT Annual luncheon of the A.W.V.S. with a showing of Elizabeth Arden's ready-to-wear and custom-order fashions. Price: \$7.00. Contact: Lillian Alter, A.W.V.S., 500 Park Avenue, PL. 3-4116.	AMERICAN WOMEN'S VOLUNTARY SERVICES	ST. REGIS ROOF ROOF
Thursday Oct. 13 1:00 P.M. Luncheon	FALL FASHIONS BY WILLIAM FOX Milgrim will present Fall fashions by William Fox. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim Publicity: Rita Corey, CI. 7-7200. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 13 3:30 P.M.- 6:00 P.M. Cocktails	SHIPBOARD SHOWING OF WOOL FASHIONS Showing of wool fashions for Resort wear, sponsored by The Wool Bureau, "Holiday" Magazine, and the Swedish American Lines. <u>Showing at 4:30 P.M.</u> By invitation only. Contact: Toni Robins, PL. 7-5092.	THE WOOL BUREAU; HOLIDAY MAGAZINE	M. S. KUNGSHOLM PIER #97-W, 57TH ST.
Sunday Oct. 16- Oct. 17 7:45 P.M.	TWENTY-FOURTH ANNUAL HERALD TRIBUNE FORUM Theme: "Dynamic Forces at Work on World Problems." Sunday evening session in the General Assembly of the United Nations. Monday evening session at Waldorf-Astoria Ballroom. By invitation only. Publicity: Mae W. Stabler, Director of Information, PE. 6-4000.	N.Y. HERALD TRIBUNE (230 WEST 41ST STREET)	UNITED NATIONS & WALDORF-ASTORIA
Monday Oct. 17- Oct. 21 11:00 A.M.- 4:30 P.M.	"DO IT YOURSELF SHOW" FOR CHRISTMAS Items to make in time for Christmas, with eight instructors present from 11:00 A.M. to 4:30 P.M. Press invited. Open to public. Publicity: Kathryn Grimes, EL. 5-1000.	JAMES McCUTCHEON & CO.	5TH FLOOR
Monday Oct. 17 1:00 P.M. Luncheon	FALL FASHIONS BY MARTINI The Tailored Woman will present Fall fashions by Martini. Press by in- vitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Martini Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	HOTEL PLAZA TERRACE ROOM
Monday Oct. 17 3:00 P.M.- 6:00 P.M.	PRESS PREVIEW: FABRICS AND WALLPAPERS Display of Frank Lloyd Wright's Taliesin suite of rooms to the press. By invitation only. Contact: Mrs. Gladys Coe, LO. 5-5700.	F. SCHUMACHER & CO. (60 W. 40TH ST.)	54 WEST 40TH STREET 5TH FLOOR
Tuesday Oct. 18 9:00 A.M.- 12:00 Noon	PRESS PREVIEW: NEW COLLECTION OF MURALS Murals and repeat wallpapers designed by Marcel Vertes, James Seeman and others. By invitation only. Publicity: Dorothy Wood, PL. 9-5860.	MURALS, INC.	HOTEL BILTMORE MUSIC ROOM
Tuesday Oct. 18 11:00 A.M.; 5:00 P.M.	ITALIAN INFLUENCES IN NEW YORK "Four Centuries of Italian Influences in New York"---music, art and archi- tecture. Life-sized reproduction of a street scene in Mulberry Bend around 1890. Open to public October 19 through January 29, 1956. Publicity: Albert Baragwanath, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	103 - 104 STREETS THIRD FLOOR
Tuesday Oct. 18 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: MEN'S RESORT CLOTHES BY MCGREGOR Press preview of the McGregor collection of men's sport clothes for Resort wear. By invitation only. Contact: Robert Hinchman, Publicity Consultants, PL. 5-2200.	DAVID D. DONIGER	21 CLUB 21 WEST 52ND STREET
Wednesday Oct. 19 9:00 A.M.- 12:00 Noon Breakfast	PRESS PREVIEW OF UPHOLSTERY FABRICS First presentation of a new fabric development - "Odyssey Thaibok" - a correlated line of 6 color groups in solids, checks, stripes, plaids. By invitation only. Contact: Dodie McLaughlin, 63 East 57th St., PL. 5-7110.	THAIBOK FABRICS LTD.	3 EAST 52ND STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 19 12:30 P.M. Luncheon	"DIAMONDS U.S.A." PRESS LUNCHEON Presentation of eighteen "Diamonds U.S.A." Awards for diamond jewelry design, chosen from sketches submitted anonymously to Selection Committee--- Irene Dunne, Raymond Loewy, Don Loper, Pierre Matisse, Virginia Pope. Diamond pieces made according to the selected designs will be shown. By invitation only. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PLAZA GRAND BALLROOM
Wednesday Oct. 19 12:30 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW Fall millinery by Don Marshall will be presented during luncheon. Press by invitation. Public by reservation; contact: "Eeverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DON MARSHALL, INC. (53 EAST 54TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 19 2:30 P.M. And 4:00 P.M.	PREVIEW: PRINTED FABRICS BY LEADING PAINTERS Display and fashion show of modern master prints of Fuller fabrics from paintings by Picasso, Miro, Chagall, Leger, Raoul Dufy. By invitation only to press and buyers. Publicity: Eleanor Lambert, MU. 8-2130.	FULLER FABRICS	HOTEL PIERRE GRAND BALLROOM
Wednesday Oct. 19 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF PARIS TABLE SETTINGS Preview of table decor by the following Paris firms: Noel Dentelles, Haviland China, Crystallerie de St. Louis and Puiforcat Orfevre. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	EXPOSITION FRANCAISE DES ARTS DE LA TABLE	610 FIFTH AVENUE ROOM 414
Thursday Oct. 20 9:30 A.M. Coffee	PREVIEW: MID-WINTER MILLINERY COLLECTION Ohrbach's will present their mid-winter millinery collection at a preview for the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHREACH'S	3RD FLOOR MILLINERY OVAL ROOM
Thursday Oct. 20 12:30 P.M. Luncheon	LUNCHEON SHOWING OF ABERFOYLE COTTONS Aberfoyle will present cottons of Aberfoyle yarns, including men's and children's fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle Contact: Doris Keebler, BR. 9-5950. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABERFOYLE OF PHILA. (1430 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 20 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Fall and Winter fashions by Amie at luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Amie contact: TE. 8-2190. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	AMIE FASHIONS, INC. (715 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 20 3:00 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Rose Marie Reid will preview her Resort and Summer swimsuit collection for misses and juniors. Show followed by cocktails. By invitation only to press and buyers. Publ.: Jan Lovett at Rose Marie Reid, FE. 6-6275.	ROSE MARIE REID (1407 BROADWAY)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Monday Oct. 24 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Dein Bacher will present his Fall and Winter fur fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein Bacher contact: PL. 9-5913. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	DEIN BACHER OF THE WALDORF	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 24 12:30 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON "Fashion Show of the Month"--fashions by Oleg Cassini, available at leading Fifth Avenue stores. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Cassini contact: BR. 9-5986. Produced by Mary Alice Rice, CI. 6-1790.	OLEG CASSINI, INC. (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM
Monday Oct. 24 4:00 P.M.- 7:00 P.M.	UPHOLSTERY FABRICS AT PRESS PREVIEW Mediterranean series of upholstery fabrics by Boris Krull. By invitation. Contact: Janet Stevens, PL. 5-6200.	BORIS KRULL	220 EAST 51ST STREET SHOWROOM
Monday Oct. 24- Oct. 28	1955 NATIONAL BUSINESS SHOW Display of the most modern products and techniques developed by the office machine and equipment industry. Publicity: Smith, Rose & Company, 270 Park Avenue, EL. 5-3720.	NATIONAL BUSINESS SHOW (33 W. 42ND ST.)	69TH & 71ST REGIMENT ARMORIES
Wednesday Oct. 26 9:00 A.M. Coffee	PRESS PREVIEW OF HOLIDAY TABLE SETTINGS "Social Season-ing"--exclusive, novel and varied Holiday table settings. By invitation only. Publicity: Kathryn Grimes, EL. 5-1000.	JAMES McCUTCHEON & CO.	FIRST FLOOR
Thursday Oct. 27 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Altman will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Altman Publicity: Eleanor Horton, MU. 9-7000. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.	B. ALTMAN & CO.	HOTEL PLAZA
Thursday Oct. 27 6:30 P.M. Cocktails- Dinner	DINNER TO HONOR FRANK LLOYD WRIGHT The American Institute of Decorators (N.Y. Chapter) and the National Home Fashion League will honor Frank Lloyd Wright at a dinner. Price: \$8.50. Contact: Josephine Brush, 141 E. 44th St., MU. 7-8122.	A.I.D.; NAT'L HOME FASHIONS LEAGUE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Oct. 27 9:00 P.M.- Midnight	GALA OPENING: THE FINE ARTS PROJECT Formal preview of paintings by talented artists in fashion and allied fields--The Fashion Group's 25th Anniversary celebration. Price: \$25.00 (couple); \$15.00 (single) -- for benefit of Fashion Institute of Technology Library. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WIIDENSTEIN GALLERY 19 EAST 64TH STREET
Oct. 28	DAYLIGHT SAVING TIME ENDS. (Move Clocks Back One Hour).		
Monday Oct. 31 10:30 A.M.	SHOWING OF SPRING SHOES AND BAGS "Orient Express to a Great Spring"---showing of Town and Country shoes and bags for Spring 1956. By invitation. Publicity: Mrs. Eleanor Howard, CH. 4-3620.	TOWN & COUNTRY SHOES & BAGS	EMPIRE STATE BUILDING 69TH STREET
Tuesday Nov. 1- Nov. 8	SIXTY-SEVENTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.	NATIONAL HORSE SHOW ASS'N OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 2 9:30 A.M. Coffee	PRESS PREVIEW: SPRING COAT COLLECTION Preview of La Vigna's Roman collection of coats for Spring. By invitation only. <u>Trade beginning Monday, Nov. 7 at 10:30, 2:30, 4:00 P.M.</u> Publicity: Mimi Weiss at La Vigna, PE. 6-2364.	LA VIGNA, INC.	512 SEVENTH AVENUE SHOWROOM - 39TH FLOOR
Wednesday Nov. 2 12:00 Noon Luncheon	LUNCHEON: "SHOWMANSHIP IS SALESMANSHIP" Billy Rose will discuss the subject "Showmanship is Salesmanship" at the National Home Fashions League luncheon. (Prices and more details later.) Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT GRAND BALLROOM
Wednesday Nov. 2 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Aronowicz will present fur fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz contact: PL. 3-2698. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARONOWICZ FURS (19 WEST 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 2 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: EYEGLASS FRAMES BY SCHIAPARELLI Schiaparelli Lunettes will present their new functional sportswear and evening eyeglass frames to the press only. By invitation only. Publicity: Barbara Yarosh at Alfred Davidson Assoc., PL. 5-0868.	AMERICAN OPTICAL CO.	HAMPSHIRE HOUSE THE COTTAGE
Thursday Nov. 3 9:00 A.M. Breakfast	SPRING COLLECTION BY ITALIAN DESIGNERS Showing of daytime, cocktail and evening fashions by Sorelle Steiner. By invitation. Thereafter, by appointment in their suite at Savoy Plaza. Publicity: Donna Cannon, MU. 7-5447.	SORELLE STEINER OF MILAN	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Thursday Nov. 3 9:30 A.M. Coffee	PREVIEW OF NEW SPORTSWEAR DEPT. Preview of new enlarged junior sportswear department and showing of Holiday fashions. By invitation only. Publ.: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	4TH FLOOR
Thursday Nov. 3 11:00 A.M.	PREVIEW OF SPRING COATS AND SUITS Preview of Frank Gallant Originals, coats and suits for Spring. By invitation. <u>Trade from Tuesday, Nov. 8 at 11:00 A.M.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Nov. 3 12:00 Noon Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING Spring and Summer accessories and shoes. Co-Chairmen: Janina Willner and Carolyn Saks. (More details later). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE GRAND BALLROOM
Friday Nov. 4 7:00 P.M. Dinner	FASHION SHOW BY DRESS DESIGNERS "Fashion in the Winds"--showing of travel fashions for Fall, Cruise and early Spring by members of the Society of American Fashion Designers. Price: \$20.00. Contact: Miss Tina, LA. 4-7950 or LA. 4-6817.	SOCIETY OF AMERICAN FASHION DESIGNERS	WALDORF-ASTORIA GRAND BALLROOM

DATEWHAT'S GOING ONGIVEN BYWHERESPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning	LARRY ALDRICH CO., INC.	530 Seventh Avenue	CH. 4-1872
Monday	BEN BARRACK, INC.	498 Seventh Avenue	LO. 4-3923
Nov. 7	HARVEY BERIN LTD.	530 Seventh Avenue	PE. 6-0206
	WILLIAM FOX, INC.	530 Seventh Avenue	OX. 5-4070
	ED GERRICK, INC.	550 Seventh Avenue	LO. 4-1820
	A. GOODMAN & CO., INC.	530 Seventh Avenue	WI. 7-4077
	GRABOIS.	498 Seventh Avenue	CH. 4-2767
	JACK HOROWITZ ASSOCIATES	498 Seventh Avenue	LO. 4-1860
	NAT KAPLAN, INC.	498 Seventh Avenue	LO. 5-4115
	DAVID LEVINE CO.	530 Seventh Avenue	LA. 4-0237
	PAUL PARNES CORP.	498 Seventh Avenue	CH. 4-4600
	BEN REIG, INC.	498 Seventh Avenue	CH. 4-1542
	RUDOLF GOWNS	530 Seventh Avenue	WI. 7-6865
	MARTIN SIMON, INC.	498 Seventh Avenue	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 Seventh Avenue	LA. 4-7540
	FRANK STARR, INC.	530 Seventh Avenue	LA. 4-7690
	SUZANNE-AUGUSTINE, INC.	1 West 47th Street	FL. 7-3465
	HANNAH TROY, INC.	530 Seventh Avenue	LO. 3-0988
	SAMUEL WINSTON, INC.	530 Seventh Avenue	CH. 4-2617
	Contact: Leonard Gendler, FOGA Exec. Secy., 1440 Broadway,		CH. 4-6945.

Nov. 8 ELECTION DAY (Tuesday).

Wednesday PREVIEW: SPRING ARTHUR JABLOW, INC. 530 SEVENTH AVENUE
 Nov. 9 COAT & SUIT COLLECTION SHOWROOM - 9TH FLOOR
 10:30 A.M. Arthur Jablow's Spring collection of coats and suits for press and buyers.
 By invitation only. Daily at 10:30 A.M. Publ: Rose Hilton, MU. 5-5133.

Wednesday PRUSS PREVIEW OF DAN KELLER CO., INC. 498 SEVENTH AVENUE
 Nov. 9 DRESS COLLECTION SHOWROOM - 11TH FLOOR
 12:00 Noon Dan Keller's Spring-Resort collection of casual dresses and ensembles at
 Box Lunch a preview for press and buyers. By invitation only. Contact: Margaret
 Hodge, BR. 9-2643 or FL. 5-7630.

Wednesday FALL FASHIONS BY BONWIT TELLER HOTEL PIERRE
 Nov. 9 B. H. WRAGGE COTILLION ROOM
 12:30 P.M. Bonwit Teller will present Fall fashions by B. H. Wragge. Press by in-
 Luncheon vitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre
 Fashion Director: Nola Luxford, TE. 8-8000.

Saturday MIAMI MARKET WEEK MIAMI FASHION COUNCIL HOTEL NEW YORKER
 Nov. 12- IN NEW YORK 8TH FLOOR
 Nov. 17 The Miami Fashion Council will hold a market week in New York. Contact:
 Mr. H. Maurice Weiland, Exec. Dir., Chamber of Commerce Building,
 141 N.E. 3rd Avenue, Miami, Fla.

Sunday NATIONAL PRESS WEEK CALIFORNIA FASHION LOS ANGELES,
 Nov. 13- IN LOS ANGELES CREATORS CALIFORNIA
 Nov. 19 Women's fashion editors will attend National Press Week in Los Angeles.
 By invitation only. Contact: William Maxfield, Exec. Dir., California
 Fashion Creators, 740 So. Broadway, Los Angeles.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 14 8:30 P.M.	OPENING: METROPOLITAN OPERA'S 71ST SEASON Grand opening of the 1955-56 Metropolitan Opera Season, with Offenbach's "The Tales of Hoffman". Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET
Tuesday Nov. 15 12:00 Noon Luncheon	FASHIONS FROM FEBRUARY ISSUE Second annual "Heart of Fashion" show featuring clothes and accessories in their February 1956 "Heart of Fashion" issue. By invitation only to buyers and tie-in stores. Contact: Joel Graham, PL. 9-2080.	MADemoiselle MAGAZINE	HOTEL SHERATON-ASTOR GRAND BALLROOM
Wednesday Nov. 16 12:30 P.M. Luncheon	FASHIONS IN STEHLI FABRICS AT LUNCHEON Best will present fashions by leading designers in Stehli fabrics. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Publicity: Stehli--Anita Pine, WI. 7-3300; Best--Gay Stearns, PL. 9-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BEST & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 16 4:30 P.M. Cocktails	PREVIEW: HOLIDAY FASHIONS BY MADELEINE FAUTH Jay Thorpe will present a press showing of Madeleine Fauth's Holiday "Clothes for You" at the showroom. By invitation only. For customers, Friday, Nov. 18, 2:30-5:00 P.M., on Jay Thorpe's 2nd floor. Contact: Bella Crawford, BR. 9-7700. Jay Thorpe Publ.: Jane Negbaur, JU. 6-1000.	JAY THORPE & "CLOTHES FOR YOU"	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Nov. 22 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE "International Whirl"--eighth annual "Party of the Year" for benefit of the Costume Institute of the Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: \$60.00 each; contact: Mrs. Mildred Wincor, Costume Institute, TR. 9-5500.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Nov. 23 12:30 P.M. Luncheon	FALL & WINTER FASHIONS AT LUNCHEON Fall and Winter fashions by Samuel Winston, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SAMUEL WINSTON, INC. (530 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Nov. 24	THANKSGIVING DAY (Thursday).		
Saturday Nov. 26 8:30 P.M. Dinner- Dance	MEN'S, WOMEN'S FASHIONS IN SILK, COTTON, WOOL Importers of fine Italian fabrics - Roman Smucer Woolen Co., Republic Commercial Corp., Pomezia Textiles, Inc. and Vanetta Velvet Corp. - will exhibit new fabrics. Fashions by leading manufacturers. Press by invita- tion. Price: \$17.50; contact: Arthur DeSantis, CA. 6-8215. Produced by Barkann & Platt, PL. 5-8252.	CHAMBER OF COMMERCE FOR TRADE WITH ITALY	HOTEL ROOSEVELT GRAND BALLROOM
Wednesday Nov. 30 12:00 Noon Luncheon	READY-TO-WEAR LUNCHEON MEETING The Fashion Group's Spring ready-to-wear luncheon meeting. Co-Chairmen: Adelia B. Ellis and Alice Furrows. (More details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM

MOVIES...MUSIC...THEATRE...OPERA

- Monday
Oct. 10 JOYCE GRENFELL IN PERSON BIJOU THEATRE, 209 WEST 45TH STREET
Producers' Theatre (Lyn Austin and Thomas Noyes) will present Laurier Lister's production of Joyce Grenfell "Requests the Pleasure", a revue with Paddy Stone, Irving Davies, Beryl Kaye. Music by Richard Addinsell. Publicity: Barry Hyams, CO. 5-4784.
- Tuesday
Oct. 11 OPENING: "THE CAREFREE TREE" PHOENIX THEATRE, 2ND AVE. & 12TH ST.
Larry Gates, Farley Granger, Edith Meiser, Janice Rule and Blanche Yurka will be featured in a new play by Aldyth Morris, produced by T. Edward Hambleton and Norris Houghton. Director and designer: Jack Landau. Costumes: Alvin Colt. Lighting: Klaus Holm. Publicity: Robert Ganshaw, OR. 4-7050.
- Wednesday
Oct. 12 PREMIERE: "THE DEEP BLUE SEA" (Movie) PLAZA THEATRE, 42 EAST 58TH ST.
Vivien Leigh, Kenneth More, Eric Portman, Emlyn Williams will star in an adaptation of Terrence Rattigan's stage drama. A London Films presentation, produced and directed by Anatole Litvak in CinemaScope and Eastman Color, released by 20th Century-Fox. Miss Leigh's gowns by Pierre Balmain. 20th Century Publicity: Lowell Benedict, CO. 5-3320.
- Thursday
Oct. 13 SECOND WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET
Thurs., Oct. 13: Tchaikovsky's THE GOLDEN SLIPPERS. Fri., Oct. 14: Mozart's THE MARRIAGE OF FIGARO. Sat., Mat., Oct. 15: Nicolai's THE MERRY WIVES OF WINDSOR. Sat., Eve., Oct. 15: Puccini's LA BOHEME. Sun., Mat., Oct. 16: Rossini's CINDERELLA. Sun., Eve., Oct. 16: Strauss' DIE FLEDERMAUS. Publicity: Alix B. Williamson, CO. 5-1758.
- Thursday
Oct. 13 OPENING: "WILL SUCCESS SPOIL ROCK HUNTER?" BELASCO THEA., 114 W. 44TH ST.
Jule Styne will present George Axelrod's new comedy with Orson Bean, Jayne Mansfield, Walter Matthau, Martin Gabel. Director: Mr. Axelrod. Costumes and settings: Oliver Smith. Lighting: Peggy Clark. Publicity: John Toohey, CH. 4-5452.
- Thursday
Oct. 13 PREMIERE: "OKLAHOMA" (Movie) RIVOLI THEATRE, BROADWAY AT 49TH STREET
8:30 P.M. Rodgers and Hammerstein's Broadway musical starring Gordon MacRae, Gloria Grahame, Gene Nelson, Charlotte Greenwood, Eddie Albert, James Whitmore, Shirley Jones. Distributed by Magna Theatre Corp. in Eastman Color and Todd-AO with matinee and evening showings. Director: Fred Zinnemann. Producer: Arthur Hornblow, Jr. Costumes: Orry-Kelly and Motley. Dances: Agnes De Mille. Opening night for benefit of Vocational Advisory Service. Publicity: Barbara Winters, CI. 6-8367.
- Monday
Oct. 17 OPENING: "A ROOMFUL OF ROSES" PLAYHOUSE THEATRE, 137 WEST 48TH STREET
Patricia Neal will star in a new comedy by Edith Sommer with Russ Conway, Alice Frost, Warren Berlinger, David White, Betty Lou Keim. Produced and directed by Guthrie McClintic with Stanley Gilkey. Setting: Donald Oenslager. Costumes: Oudre. Publicity: Sol Jacobson, CH. 4-1482.
- Thursday
Oct. 20 OPENING: "NO TIME FOR SERGEANTS" ALVIN THEATRE, 250 WEST 52ND STREET
Maurice Evans, in association with Emmett Rogers, will present a new comedy by Ira Levin with Myron McCormick, Roddy McDowall, Howard Freeman, Royal Beal, Robert Webber, Andy Griffith. Director: Morton Da Costa. Settings: Peter Larkin. Costumes: Noel Taylor. Lighting: Peggy Clark. Publicity: Sol Jacobson, CH. 4-1482.